

Stracl ACMP CHG MGMT Global Connect Conference: **How Stracl Revolutionizes and Simplifies Stakeholder Adoption**



**Presenter Roger Watson,
Stracl CEO**

- Introduction to Stracl's vision
- NEW Stracl Webapp Launch
- Stracl's SaaS Solutions
- Q&A



**June 30th
9:30 – 10:00 AM EDT**

A Message from Mark Murphy

New York Times BESTSELLING AUTHOR

MARK MURPHY
FOUNDER
LEADERSHIP IQ

TRUTH AT WORK
The Science of Delivering Tough Messages
MARK MURPHY
New York Times best-selling author of *Hundred Percenters*

HIRING FOR ATTITUDE
A REVOLUTIONARY APPROACH TO RECRUITING STAR PERFORMERS WITH BOTH TREMENDOUS SKILLS AND SUPERB ATTITUDE
MARK MURPHY
LEADERSHIP IQ

HUNDRED PERCENTERS
CHALLENGE YOUR EMPLOYEES TO GIVE IT THEIR ALL AND THEY'LL GIVE YOU EVEN MORE
MARK MURPHY
BESTSELLING AUTHOR OF *HIRING FOR ATTITUDE*



Agenda

- Status of Change Management
- Stracl's Vision
- Stracl Webapp Improving Stakeholder Engagement
- Working with Stracl SaaS
- Q&A
- Closing remarks



Status of Change Management Today

Change Management Trends

Strategic investment by organizations in change management leadership and departments

All major professional organizations are building Change Management into their core curriculums (for example, PMI, ATD, etc.)

Analyzing PMI PMP Curriculum 2021 -30% of a Project Manager's Job is now Change Management

Wide industry recognition its all about Change Adoption not Change Implementation

Executives leading change expect real-time change management data that is not filtered, late, or translated!



What were we (Change Managers) doing ten years ago?

2012

- Building spreadsheets and running pivot tables
- Sending emails
- Building static websites
- Designing, sending and interpreting out of date surveys
- Following Change Management Models from before 2000
- Formulating engagement strategies based on “judgements” of stakeholders
- Translating old/stale “change data” for Executives and Stakeholders
- Talking about change and new way of working and creating new terms and definitions

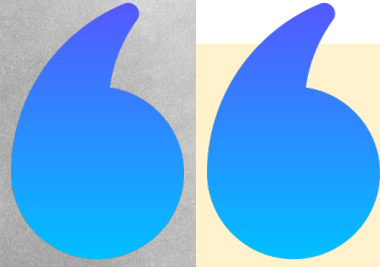
Time

What are we (Change Managers) doing now?

- Building spreadsheets and running pivot tables
- Sending emails
- Designing, sending and interpreting out of date surveys
- Building static websites
- Follow Change Management Models from before 2000
- Formulate engagement strategies based on “judgements” of stakeholders
- Translate old/stale “change data” for Executives and Stakeholders
- Talking about change, new way of working and creating more terms and definitions

2022

Time



The more things
change, the
more they stay
the same.

1849, Jean-Baptiste Alphonse Karr - French writer

To advance our
discipline we must
do so much better!



Stracl's Vision

What are Stracl's Solutions?



Old Approach

Current
State

Change Management Judgement Driven

Today, change data is collected in multiple steps and filtered numerous times.

Change strategies are selected based on the opinion and judgments of the stakeholders.



New Approach

Future
State

Business-led using Evidence-based Analytics

Using real-time business and stakeholders' response data. Stakeholder analysis can be completed sooner.

Resulting in faster deployment of stakeholder engagement strategies and increased user adoption.

Stracl's Vision



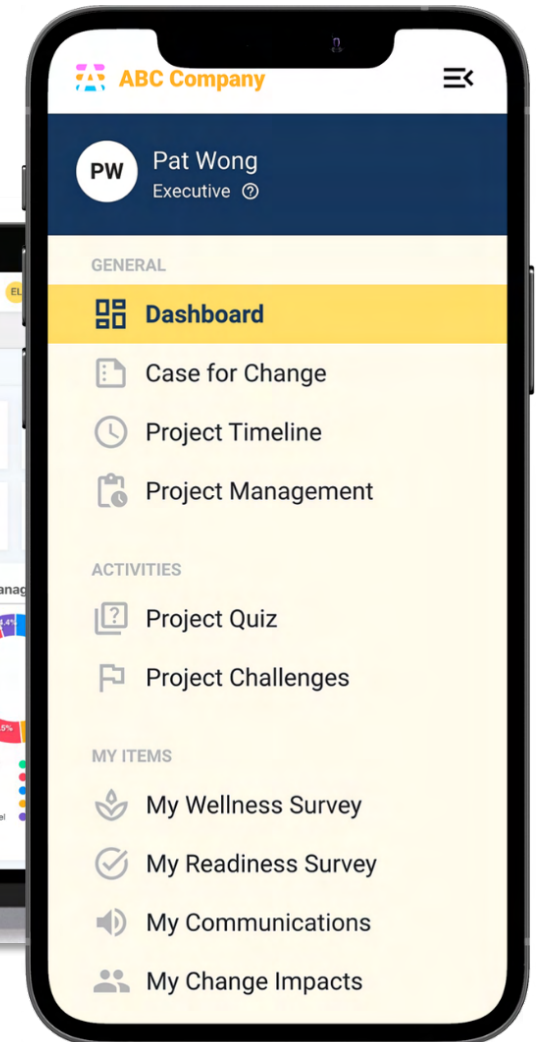
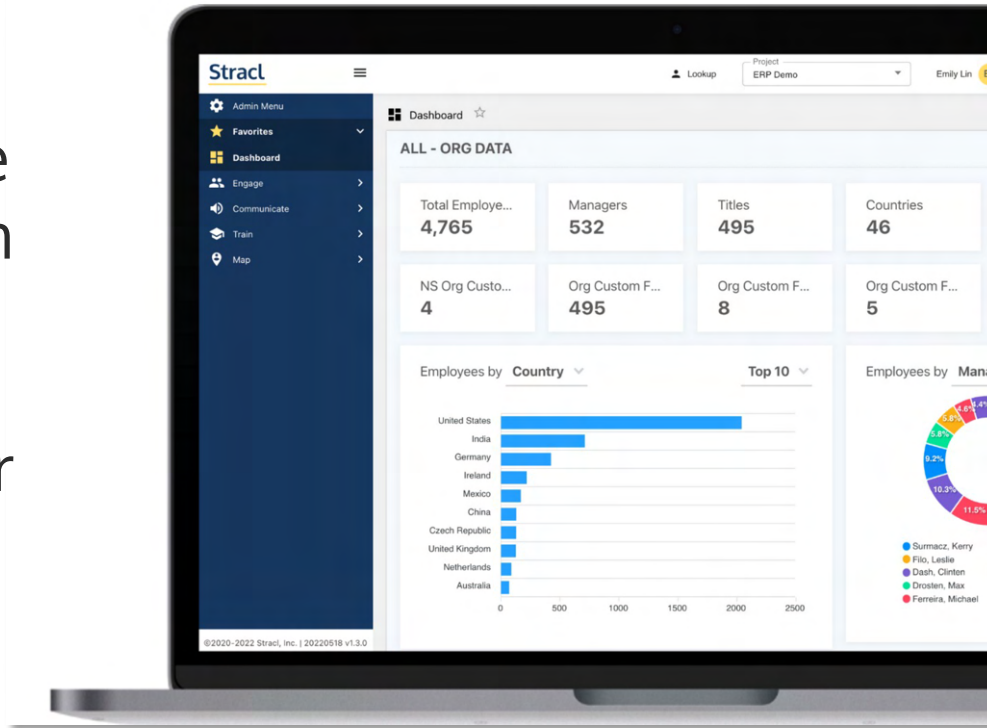
To Revolutionize and
Simplify Stakeholder
Adoption



Stracl

Is an organizational change management SaaS solution for that vision

and now Stracl Webapp for Business Leaders and impacted Stakeholders

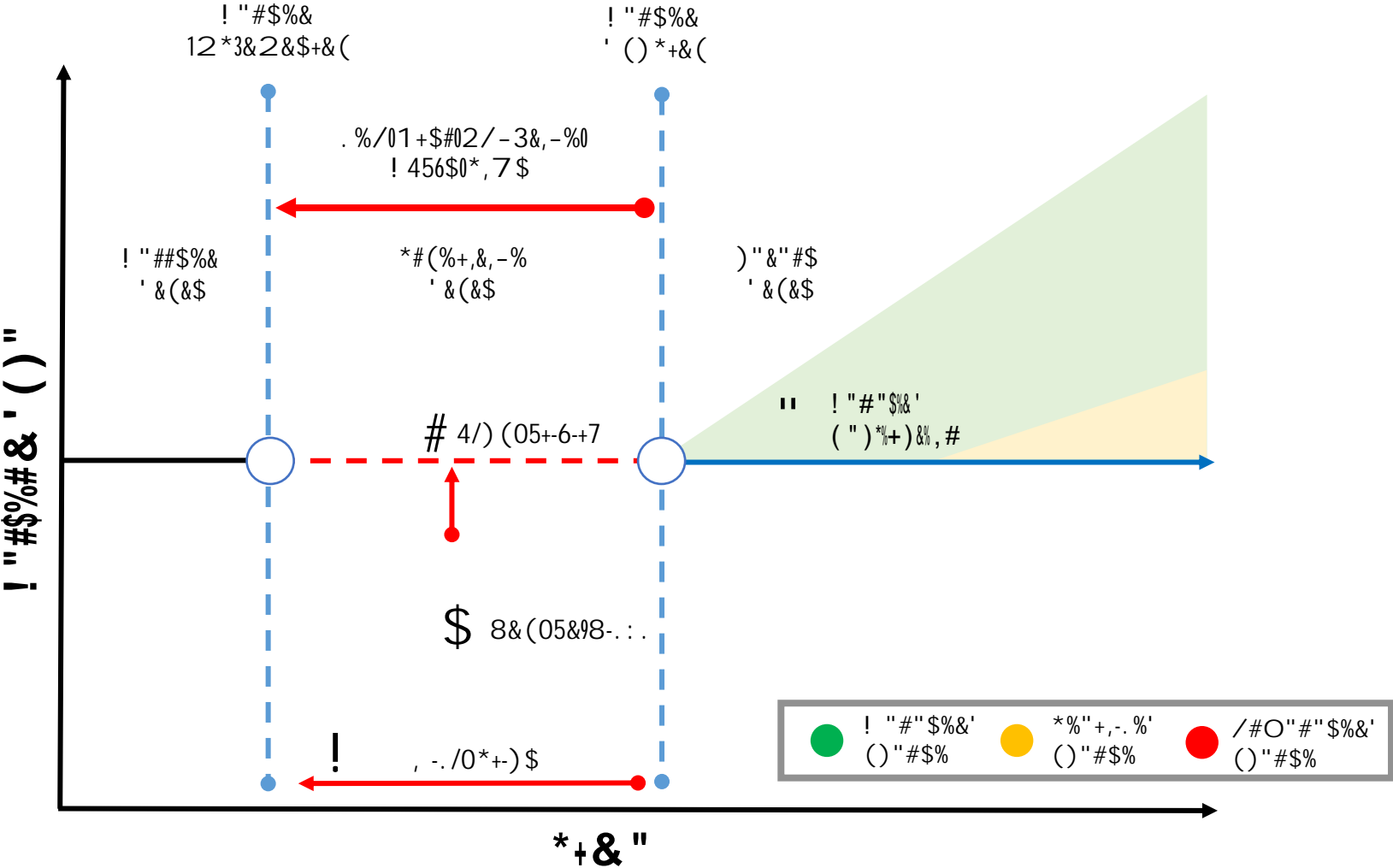


ISO/IEC 27001:2013 Certified

Working with Stracl SaaS and Webapp

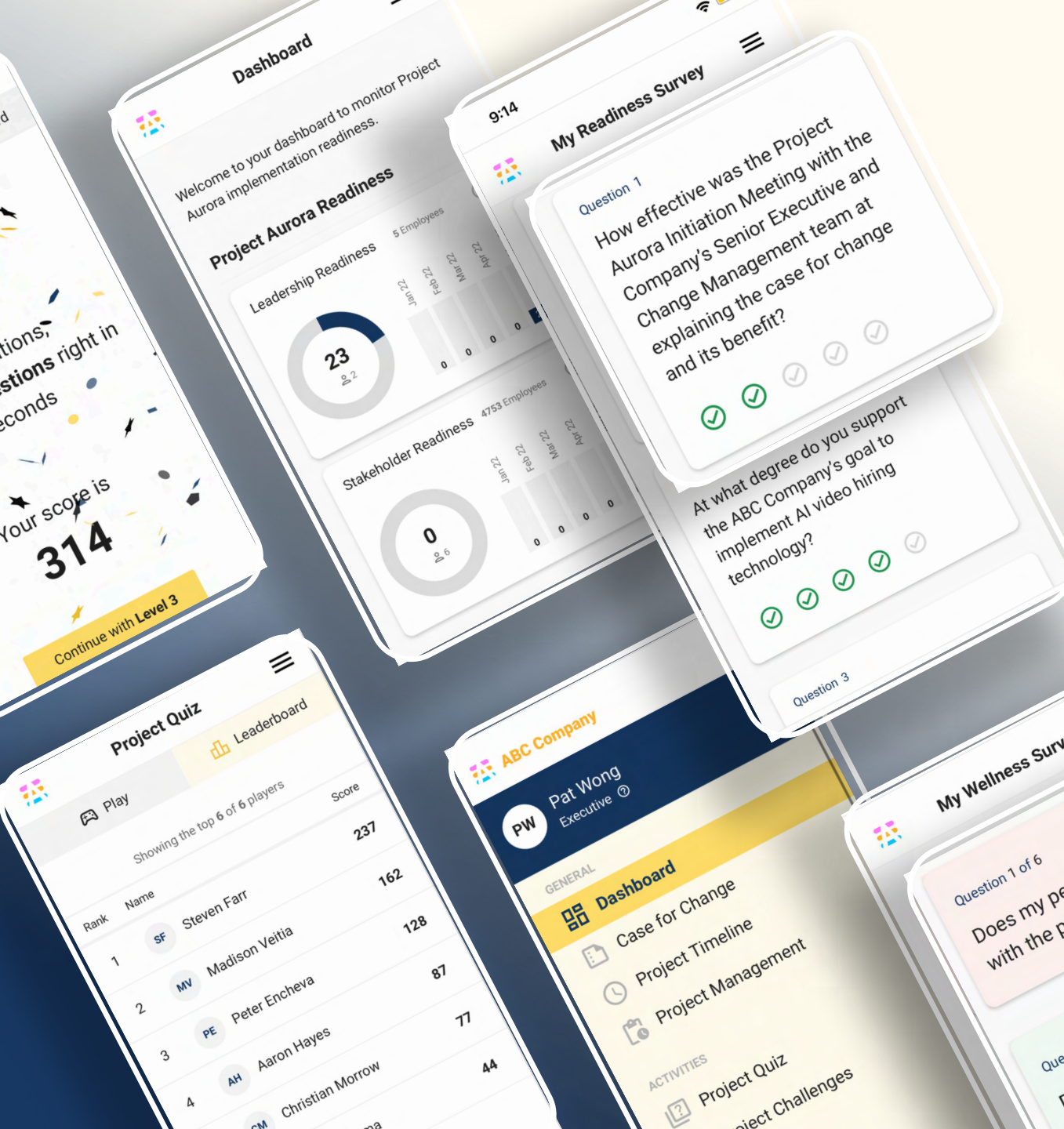
Investment in Change Management Resources and Stracl can:

1. Improve the predictable business performance and productivity post-change implementation.
2. Shorten the disruption period to Change Adoption.
3. Reduce risk
4. Deliver Organizational Benefits Quicker



Strac Webapp


Improving Stakeholder Engagement



Real-time change management analytics for executives and impacted stakeholder is now available.

Adopt evidence-based analytics and free your change professionals to drive change.



ISO/IEC 27001:2013 Certified 

A Day in the Life of a Change Project

How to integrate the Stracl Webapp into your Change Management

Change



Richard Wilson

Change Lead responsible for implementing change management

Business



Abhidi Vivek

Change Ambassador responsible for helping organizations transform operations.



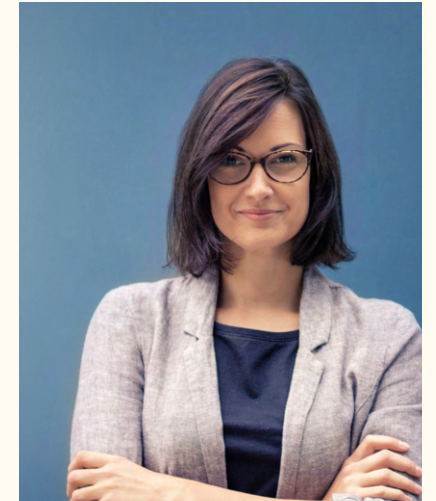
Pat Wong

Project sponsor responsible for benefit realization.



Sarah Washington

Manager of impacted stakeholders responsible for getting the team to achieve the firm's goals.



Celeste Morrow

Impacted stakeholder or end-users impacted by change.

▼ Change Mgmt. Leader Engagement Tasks



Pat Wong

Project sponsor responsible for benefit realization.

- ❑ Richard Wilson (Change Lead) provides link to StracL WebApp to Senior Business Leader Pat Wong.
- ❑ Asks Pat to review Case for Change, Timeline and Project Contacts.
- ❑ To update her Phase or Stage of readiness for end of the month.
- ❑ To update her Wellness Score.
- ❑ To check the dashboard for the overall stakeholder scores
- ❑ Have a try at the quiz or provide any feedback on the stakeholder challenges.
- ❑ Request she asks her team to update their readiness and wellness scores by the end of the month.

▼ Change Mgmt. Impacted Stakeholder Engagement Tasks



Celeste Morrow

Impacted stakeholder or end-users impacted by change.

- Richard Wilson (Change Lead) provides link to Stracl WebApp to impacted Stakeholders (example Celeste Morrow)
- Ask them to review Case for Change, Timeline and Project Contacts
- Asks them to update their Phase or Stage readiness scores for the end of the month
- Update their Wellness Scores
- Request they have a go at the quiz or and stakeholder challenges. Reminder there are prizes for scoreboard leaders.

▼ Change Mgmt. Project Update Tasks



Richard Wilson

Change Lead
responsible for
implementing change
management

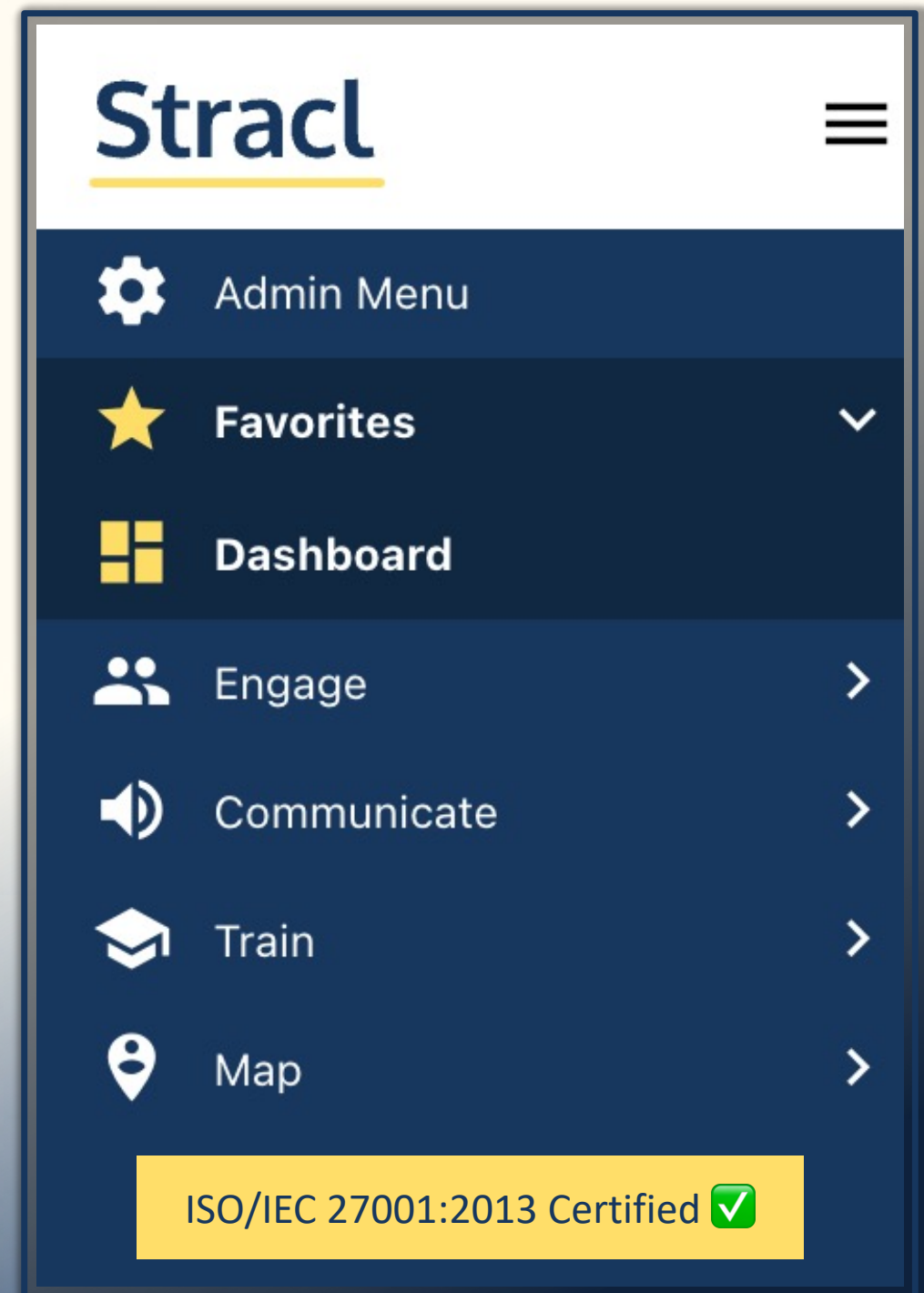
- ❑ Project Manager has asked that the timeline is updated
- ❑ Business leader (Pat Wong) wants to add a new question to the wellness section.

StracL SaaS

For Organizational Change Management

Change Management with Stracl SaaS

- For change and project management professionals
- Org data API
- Single Sign-on SSO
- Change model agnostic



Help Advance the Discipline by

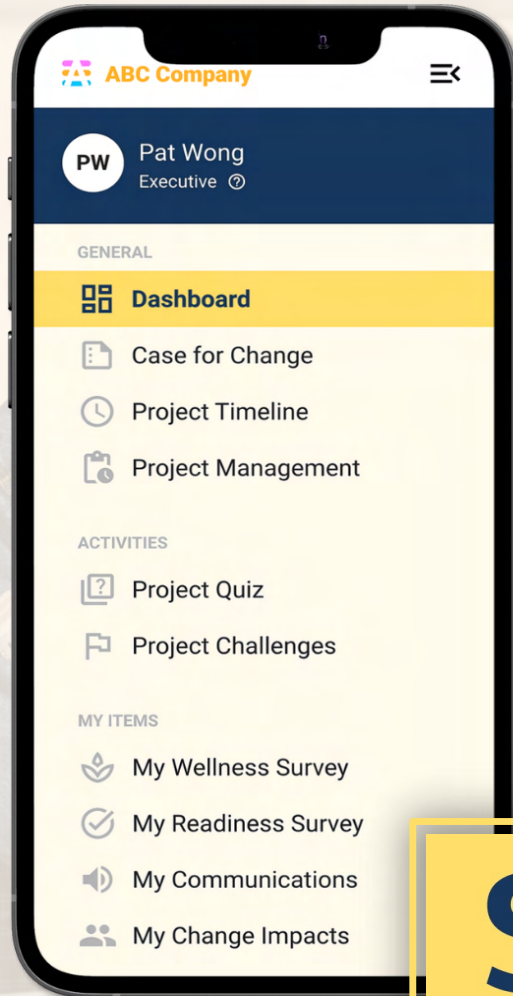
Joining the

Stracl

Webapp Hackathon 3

July 20th, 2022

9:30 – 11:00 AM PST



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Or create a use case

Let me (roger.watson@stracl.com) know if your organization would like to try the Stracl Webapp on a test case with large number of users undergoing a significant change transition.

We would be delighted to help you revolutionize and simplify stakeholder adoption.

Q&A Session

And closing remarks

Thank You For Attending

ACMP CHG MGMT Global
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**How Stracl Revolutionizes
and Simplifies Stakeholder
Adoption**



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Stracl

Organizational Change Management
SaaS for the Enterprise

